

ABSTRACT

A scratch off lottery ticket comprising a casino sponsor. A first ticket portion is dedicated to a game of chance traditionally found on scratch off lottery tickets. A second ticket portion is dedicated to prizes associated with the casino sponsor. Prizes include free casino play, drawing entries and discounted casino amenities. Prizes are redeemed at the casino location thereby increasing casino traffic. Any free play may be redeemed by inserting the winning ticket into a game device at the casino location. The ticket is a marketing tool for both the lottery and casino. A lottery may also sponsor an entire ticket and offer game credits redeemable on game devices provided by the lottery. Play of the game devices is tracked so that players accumulate points which are redeemed for lottery supplied merchandise. Winning and non winning lottery tickets may also facilitate bonus play of corresponding game devices.

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